



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:                      Manoel Tenorio, et al.  
Serial No.:                                      09/884,007  
Filing Date:                                   June 18, 2001  
Confirmation No.:                            3397  
Art Unit:                                        3627  
Examiner:                                      Andrew J. Rudy  
Title:    *Content Enhancement in an Electronic Marketplace*

**Mail Stop Amendment**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

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*Willie Jiles*  
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Willie Jiles

Date of Deposit: February 7, 2005

**Response pursuant to 37 C.F.R. § 1.111**

In response to the Office Action mailed October 5, 2004, Applicants respectfully request the Examiner to reconsider the rejection of the claims in view of the following amendments and remarks. Please amend the Application as follows.